



THE BADASS INVESTOR



How to become a potential CRYPTO-MILLIONAIRE GUIDE

Created by The Badass Company and powered by Trendquest Research Group



THE BADASS COMPANY



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Introduction

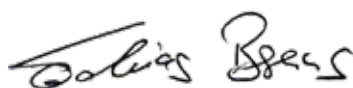
You do not need any special education to grow your personal financial freedom.

You do not need to read a lot of information and spend hours and hours understanding and learning the art of investing.

In my 25 year-long investors' career, I made many mistakes that you will avoid by reading and following these few principles, and it is that easy!

For any questions and if you want to give us feedback or dig deeper into some of the topics, drop us a message on [Facebook](#) or write us an eMail at hello@badass-investor.com. We highly appreciate any feedback and comments, and you can be sure I will answer every question personally.

Now, enjoy our easy-to-use and straightforward badass investor principles.



Tobias Berens

*Found & CEO of The Badass Company and
The Badass Investor*



> Chapter 1: BITCOIN?

Are you seeking financial and personal independence and abundance?
Congratulations, you live in times of crisis. And with every problem come chances.
Because you also live in times where a completely new asset class establishes itself-
crypto-currencies. Well, most people just know the "king": Bitcoin.

If you are already convinced, you may jump directly to Chapter 3, our HOW TO Guide (LINK).

I recommend and point out that it can always help to recap and think about what you are doing when investing in Bitcoin, Ethereum & Co, on a macro-level.

And with Crypto-currencies, there comes the technical foundation and revolution of it: the blockchain. Without going into technical details, with the blockchain comes the idea to re-invent the financial systems. It is made and used in our daily lives.
Twelve years ago, Bitcoin, for example, existed just out of a white-paper and some open-source-software-code. Today...well, it's actually the same. ;-)

Because its value is not primarily the code and software, the value of Bitcoin is the TRUST in it. Just like it is for any currency on this planet so far.

And Bitcoin and its supporters and promoters invested time, energy, and resources in building up this trust.

Bitcoin sees inflows nowadays from more institutional investors. They stand for the "big money" that many analysts and early adopters of Bitcoin were waiting for.

And when these institutions, from companies like MicroStrategy who hold more than 2 Billion USD worth in Bitcoin, Grayscale Investment Trust to insurances like Mutual, make this decision.

For me, it is a sign:

there is enough TRUST build-in Bitcoin to reduce the existential risk of losing everything.
Bitcoin is, in my personal opinion, now widely accepted as a store of VALUE (=trust).

And "Big Money" also means "big lobby," right? I believe: politicians, especially in the US, will be influenced to create a friendly-environment for it.

Besides, Bitcoin is a global asset. It is accessible for almost every person on the planet, from virtually every country in the world.

What a potential private demand!

And on the other side, the amount of Bitcoin is limited to around 21 million.

When you read about the national currencies today, you will know the Federal Banks who controls the circulating amount of money. And in this case, you also know inflation. This guide is not about inflation. But to make this clear: there is no inflation in Bitcoin!

There are 21,8 Million Bitcoin. That. Is. It.

Noone can print new ones. No one can create new ones out of the air, like Central Banks can do it with our daily life money.

Just think about what this means long term for the Bitcoin supply. A lot of people want to buy, and only a few want to sell...

To make it clear:

I do not want to convince you to anything.

Bitcoin and crypto can still be called speculation.

And with this comes the risk to lose it all.

Just because I believe in it, that does not mean you have to. Please, in any case, inform yourself and then make your own decision. I am not liable for anything.

Despite the risks, there is also the chance to "win it all" to make life-changing gains in the long-term that will forever change your life. Whether a lot of money is good for the character, I don't want to discuss that here, but in any case, it makes life a lot more comfortable, right.

And in the end, let's be honest: it is not about the money. It is about what we can afford with the money: experiences, quality of life.

Whatever it is, you have to make sure that you have a strategy and how to do it correctly. The ideas in this guide are about doing it in the right way.

WARNING: *this is a collection of my ideas and how I do it. It is not a recommendation to follow me. I am not liable for any loss you might have to face. Do your due diligence, inform yourself and then make a conscious decision, whether risk and chances are worth it for you. I say: IT IS WORTH IT.*



BECOME A POTENTIAL CRYPTO-MILLIONAIRE GUIDE

In Short:

1. Why invest in Bitcoin, Ethereum, and other Crypto-Coins?

Financial and personal freedom.

2. Why should you consider investing?

Write down here what you want to buy and afford for your life:



Chapter 2:

START WITH YOUR MINDSET FIRST

1. Mindset (underestimated!)

Reminder: We plan to hold Bitcoin and Ethereum for life.
Bold? Well.

Let's say we were back in 2011, and you heard of some crazy people who created software called Bitcoin to revolutionize and decentralize the financial world, and you decide to buy 10 Bitcoin for 10 USD each = 100 USD.

And then you forgot about it.

Today you take a look in your wallet.
You look again.

You close the eyes and open it again.

But the number is still there: 370.000 USD. You multiplied your capital by factor 3700!

Something like that is called **"ASYMMETRICAL BET"**-
invest a small amount with the chance of a massive gain.

Yes, you can lose it all.

Consider consciously whether it is worth risking it when you can change your life forever. And what amount you are willing to lose, maybe.

Our badass-investor mindset:

We are long-term investors.

We expect high volatility, and we stay relaxed, whatever will happen.

Because we believe in the chance, and we are ready to lose the money that we invested.

That is the best advice that I followed to clarify for me BEFORE I started to invest 25 years ago.

We plan to hold it for life.

(For sure, in between selling some for a fast car, a cozy house, exciting holidays or whatever you wrote down on your list above)

Give it time at least 5-10 years to make this kind of incredible gains.

It is not predictable, but when it happens, it will be exponentially.

WHY I CALL IT, "potential crypto-millionaire guide":

Well, no one can predict what prices for the cryptos are "fair" or can be expected.

Especially not for Bitcoin. There are 400 Trillion USD on this planet. The market cap of Bitcoin today is 600 Billion. The market cap of gold is 11 Trillion.

Remember, Bitcoin already went a long way to come to its current market capitalization. And it took 12 years.

The exciting thing about the network-effect is what can also be seen in other markets. With their cost-free services, companies like Google and Facebook are dominating global players because you find your neighbor, friends, or colleagues there- your social and habits network.

That is why you stick to it. And the network effect is strong with Bitcoin now.

What does it mean for the Bitcoin price?

BECOME A POTENTIAL CRYPTO-MILLIONAIRE GUIDE

Well, no surprise, no one really knows. Don't take predictions too seriously.
For me, Bitcoin is more than a short term-get-wealthy-thing. Who knows how our world, with all this exponential development in technology, especially artificial intelligence, will lead us?

No government or company can overtake the decentralized, open-source-software-code Bitcoin.

No one can power it off.

The value stored in it can be transferred in minutes to every person or institution worldwide.

Well, sounds very attractive to me!

But ok, let's take a look:

Some analysts talk about a Bitcoin price up to 650.000 USD (JP Morgan, their boss mocked Bitcoin some years ago), from today's price around 18x. 1800%.

Even when it would take another 20 years, that would mean 90% profit per year. The MSCI World, one of the most famous stock indexes that include thousands of stocks worldwide, made 8,9% on average over the last past years.

That is an insane and life-changing difference.

We plan to hold Bitcoin and Ethereum for life.

Well, the performance of the past does not mean anything for the future, right. The cards are always reshuffled.

Check yourself and your risk-type and again, don't invest what you cannot afford to lose!

What about the price for Ethereum, ETH?

Well, I read some predictions up to 30.000 USD, which would mean making 20x from today's price. But I repeat: no one really knows and can predict it.

What about the rest, the other Altcoins?

For me, that is where the music plays.

Some of these Altcoins are like when I imagine being back in 2014 with Bitcoin.

And it might be the same now with other crypto-currencies that just started.



The gains can be incredibly high: x10, x100, x1000 seems to be possible again.
AND: the same with the risk, it is incredibly high, and you can lose it all! Just to remember you ;-)
Just invest what you can afford to lose.

That's why we choose a suitable and small position size for each crypto.

We plan to hold it for life.

Chapter 3: HOW TO DO IT

FIRST:

Set a budget- how much money do you want to invest in total?

My idea is: 2% bis 20% of your total investment capital.

That can also be 100 USD/ EUR/ your currency. That does not matter.
Just start with whatever you can, but start!

It depends on your will to accept risks and losses.

Write down the amount here, I want to invest:
(LAYOUT: SPACE FOR AMOUNT)

If you are smart, you are using recurring buys to build up your portfolio over time. We will come back to that later.

Reminder: You could lose it all. We hold it for life.



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SECOND:

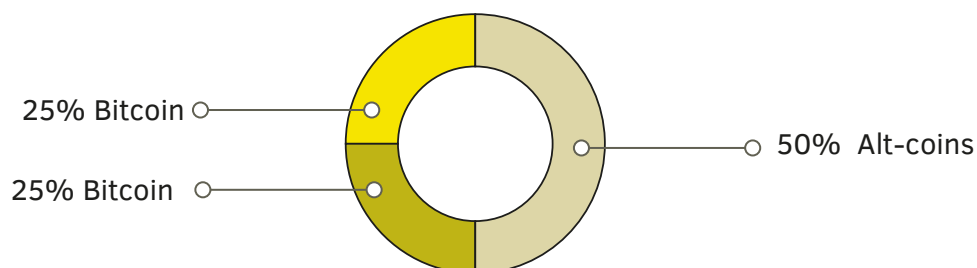
Decide what cryptos you want to buy.

There are three categories at the moment. If you like Game of Thrones, you will understand:

1. Bitcoin (BTC) = "the King"
(it is the number 1. Period. You have to own it.)
2. Ethereum (ETH) = "the Hand "
(it is a kind of workhorse, which can realize some real-world-business. In simple words, it is used for practical applications. Made to use blockchain technology to bring business' of all kind to life)
3. Altcoins = "the people"
(so-called ALT-Coins, everything that is not BTC/ ETH)

THIRD:

Never put all your eggs in one basket



Example: 1000 USD

250 USD in BTC

250 USD in ETH

500 USD in various Altcoins

(You can find my ideas on social media and on our website!

<https://www.badass-investor.com>

<https://www.tiktok.com/@invest.badass?>

<https://www.facebook.com/thebadassinvestor>

HINT FOR BTC/ETH: Set up recurring buys to use the cost average effect and build your portfolio over time. See our excursus at the end.

WHAT ABOUT "THE PEOPLE" AKA ALT-COINS?

Which Alt-Coins to choose?

First, we have to talk about risk management. Sorry, I am German ;-)

As established, the crypto-market may appear. It went already a long way, but it is still in the beginning, and each investment here can result in a TOTAL LOSS. My recommendation again: invest only what you can afford to lose.

And we recommend an additional risk-management-strategy.

We call it position-sizing. It is one of the badass investor principles that is also valid for stocks, for example.

What does it mean?

FIRST: Instead of risking all in 1 or 2 coins, we split our investment over more coins, at least 5, better 15.

SECOND:

We invest in each coin the same amount of money.

(I have more advanced strategies I talk about in social media and our publications/online courses. But start easy-and-simple and with the experiences you make the possibilities will increase too!).

THIRD:

For me, there are different risk categories of Alt-Coins:

Category 1:

Well-known altcoins (already good performed, more established, still high but less risk, still high gains possible)

RISK: MIDDLE

Category 2:

Smaller, lower market cap ALT-coins (more risk if losing it all, more chances of very high gains)

RISK: HIGH TO VERY HIGH

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FOUR:

What was the amount you want to invest in Alt-Coins?
In our example: 500 USD.

FIFTH:

From this 500 USD, invest
50% into category 1
50% in category 2

Which cryptos to choose for category 1?

One of my favorite ideas here are:

Chainlink (LINK)

<https://www.coingecko.com/de/munze/chainlink>

Cardano (ADA)

<https://www.coingecko.com/de/munze/cardano>

Again, you may lose it all. Do your research and please read our disclaimer at the end of this guide!

You can find more cryptos in our Top 5 Crypto Reports and our portfolio:

<https://badass-investor.com/top-5/>

Follow us for other crypto ideas & updates here:



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WHERE TO BUY IT?

Well, there are a lot of different apps and platforms to buy crypto-currency.

After trying several ones, for me, crypto.com is the best one:

1. Easy registration process
2. Excellent user interface, straightforward to buy cryptos
3. Good prices compared to others with less premium
4. Easy to top-up via wire, sepa, credit card
5. supports a lot of different crypto-currencies and adding new ones constantly

If you want to set up an account and get 25 USD, use my referral link:

The sign-up process is straightforward

<https://crypto.com/app/xx7nw9u9b7>

1. Installing the App
2. Sign-up
3. Set up eMail -> confirm eMail
4. Set up phone number -> confirm phone number
5. Set up the identification process. You need your ID/driver license
6. Wait for verification of your identification
7. Top-up money via wire transfer or credit card
8. Ready to buy your first crypto!

For more help and information:

<https://help.crypto.com/en/articles/3579328-the-crypto-com-app-user-guide>
or drop us a message on Facebook!

If you want to dive deeper into it and use an exchange (that is far more complicated to understand):

I can recommend Bittrex (for US), fast, reliable, good user interface:

<https://bittrex.com/Account/Register?referralCode=JKW-MOT-IVO>

Binance, one of the largest crypto-exchanges worldwide, with the link, we share the

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20% referral bonus on fees:

<https://www.binance.com/en/register?ref=PFOQYGHJ>

BONUS EXCURSUS: RECURRING BUY

You don't want to invest a larger sum right away?
Or you have some money left each month?

Well, time to set up a recurring buy!

Using the cost-average effect (and even better, make it very comfortable).
That is especially easy and simple with the crypto.com App

How to do it?

A. Preparation:

1. Think about the Crypto-Coin, you want to buy regularly. I can recommend you so start with Bitcoin and Ethereum.
2. Think about the amount you want to invest each. The minimum is 45 USD/EUR each.
3. Think about the frequency. If you can afford it, weekly is awesome; for sure weekly or monthly is also fantastic.

The most important thing is, JUST TO START.

Follow these instructions:

1. Open the crypto.com App
2. Klick on the blue crypto.com logo
3. Choose "recurring buy" and follow the steps to configure amount, frequency, day

(PRO TIP: statistics show, that its best to buy on Sunday!) source of funds and confirm.

By doing this, you make sure to create a nice portfolio over the time.
And you can profit from the cost-average effect. You can read more about it here:

<https://help.crypto.com/en/articles/4170965-recurring-buy-how-does-it-work>



The most important thing is

JUST START!
JUST START!
JUST START!
JUST START!

It is easier than it might look like.

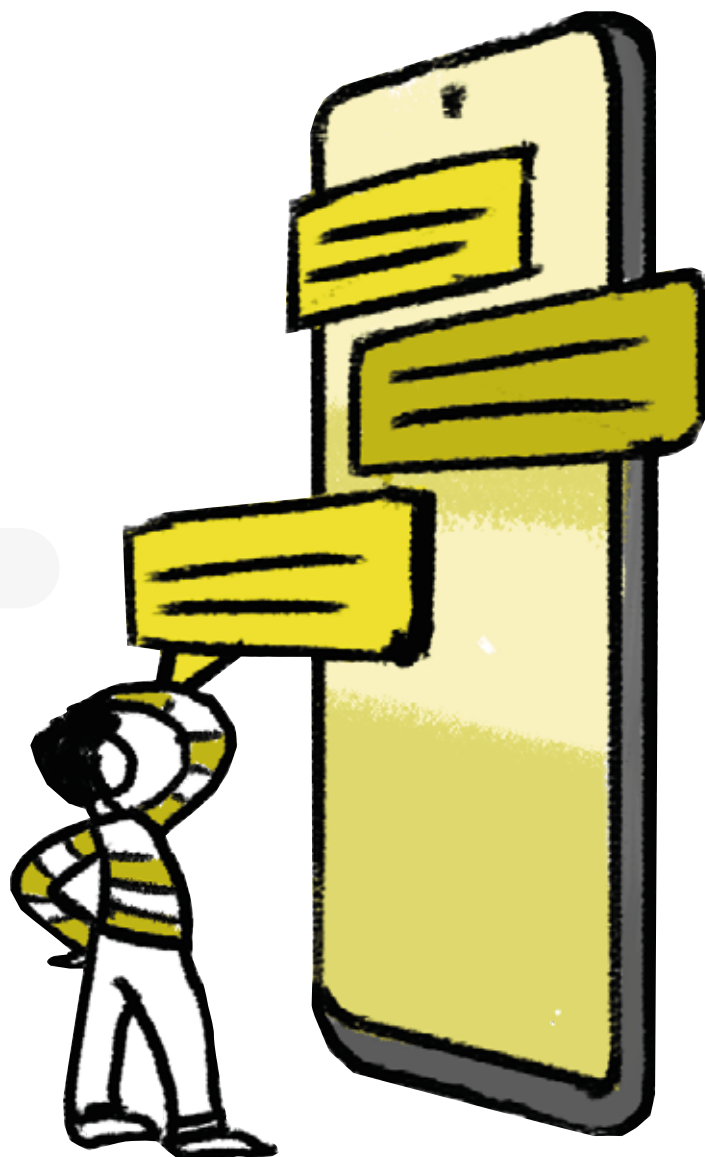
Congratulations, this was a long text, yes. Sometimes it is necessary to dig deeper in the beginning, what makes it easier in the end.

In any case, enjoy your crypto-journey and we are here for you, contact in case of questions and we will do our best to help you.

For any questions

Drop me a message

hello@badass-investor.com



Follow me on



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The Badass Investor

About The Badass Company & The Badass Investor

The Badass Company was founded by Tobias Berens in 2019. Our purpose is to support people in living a life of their own choice in personal freedom. Therefore we offer different kinds of businesses to increase this personal freedom (like the badass decision-maker & the badass career personality and more).

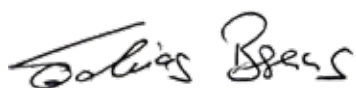
**THE BADASS INVESTOR IS A PUBLISHER
THAT DELIVERS INVESTMENT IDEAS
BASED ON THE TOP TRENDS
IN TECHNOLOGY, SOCIETY, AND MARKETS.**

We are passionate and long-term capital investors who are always looking for the “next big thing”.

Our approach is to monitor and identify trends continually- before the herd is following. And ride these trends as long as the story is still a story.

We are committed to doing it in an honest, focused, and briefly way (without bothering people with hard-selling techniques, without an overwhelming amount of text or sales spam).

We developed our easy-to-follow “Badass Investor Way” of investing and use just a small set of principles to control our success: a special asset allocation based on your investor personality, position-sizing, riding-the-story-long-term, using volatility and low fees.



Tobias Berens

*Founder & CEO of The Badass Company
and The Badass Investor*





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About Trendquest Research Group



Trendquest ThinkTank (Jan. 2005 - present) as consultancy and research group aids clients to know upcoming changes and innovations in markets and societies. So that clients have the best basics to plan for current and future growth and quick advantage over competitors and sustainable business success.

Trendquest delivers solutions and direct ways to practical implementation:

**WE KNOW WHAT'S MOVING MARKETS AND PEOPLE.
WE HELP YOU TO TRANSFER KNOWLEDGE INTO
PRACTICE AND BUSINESS REALITY.**



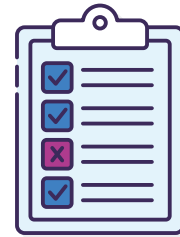
Focused:

Trendquest's long running research on trends and generations helps to know and utilize impact on society, markets, businesses and work.



Profiling:

Profiling markets, groups, similarities, differences, optimal touch points for your customers.
Profiling target groups – how to reach them as customers and how to bond with them.



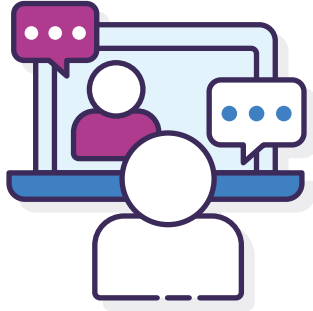
Results:

We transform results into points of action and help you to reach your goals and success.

Walter Matthias Kunze
Founder of Trendquest Think Tank



Trendquest Consulting a DeepDives



Explore,

How Trendquest can support your business?
Get a 15 Minute Call

Go to the link

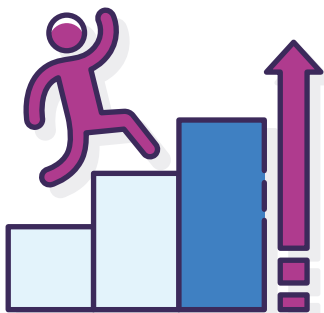
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